

**HAND OUTS**

**ANNUAL  
COMMUNITY  
WORKSHOP**

**FEBRUARY 22, 2024**

# MISSION STATEMENT

The City of La Quinta, known as the  
“Gem of the Desert,” provides an  
unparalleled quality of life centered on  
healthy living, public safety, first-class  
public amenities, exceptional customer  
service, and world-class events  
for everyone.



*La Quinta*  
— GEM of the DESERT —



# PROPOSED SACRED VALUES



- **Fiscal Sustainability:** In La Quinta we prioritize financial management to ensure the well-being of our community. We are committed to conservative spending practices, and providing high quality services and amenities. This proactive approach reflects our dedication to safeguarding the stability and resilience of our City.
- **Health & Wellness:** La Quinta is a place to escape the hustle and bustle of everyday life. Here, anyone can unplug and experience nature, and a legacy of luxury with countless breathtaking views, community parks, and spa retreats. It's no wonder La Quinta is called the "Gem of the Desert."
- **Vibrant & Safe Community:** There's something different about La Quinta - something special. Spend enough time here and you'll see why. It's the people. Here we care and uplift one another because we are a community dedicated to supporting the safety and prosperity of all.
- **Cultural Diversity:** In La Quinta, we are committed to making meaningful connections - we celebrate our differences and promote safety and inclusivity.
- **Visually Beautiful City:** Surrounded by some of the country's most beautiful natural landscapes and historic landmarks, La Quinta is a destination defined by its beauty - inside and out. Whether it's our local art, unique parks, or our striking mountainscapes, La Quinta shines brightly.



# STRATEGIC PLAN

FOCUS POINTS



- **Implement The Re-envisioned Highway 111 Plan**
- **Address IID Lease Expiration, Equipment Needs**
- **Underground Utilities**
- **Exemplary Public Safety**
- **Marketing & Tourism**
- **Broaden Community Involvement**
- **Continue to Address Affordable Housing Needs**
- **Expansion of La Quinta's Boundaries**
- **Expand Art in Public Places**
- **Preserve La Quinta's History**
- **Enhance Health/Wellness & Recreation Amenities**
- **Economic Development**

## **Community Workshop 2024**

### **"Mapping Our Tomorrow"**

Share your thoughts on what has been presented tonight. Do you have an idea for a Mission Statement? Suggestions for the proposed changes to the Sacred Values? Have we missed something in our Focus Points you think needs to be included?

**MISSION STATEMENT:**

**SACRED VALUES:**

**FOCUS POINTS WE MAY HAVE MISSED:**

# LA QUINTA STRATEGIC PLAN

LA QUINTA, CALIFORNIA



*La Quinta*  
— GEM of the DESERT —

## Implement the Reenvision Highway 111 Plan

*Update was given to City Council and Planning Commission in a joint session on September 26, 2023*

The City IS challenged with keeping this vital area, which generates about 75% of annual sales tax revenues, thriving at a time when internet sales are growing. Potential Budget: \$1 million allocated annually; about \$5 million allocated to date November 2023.



### Goals:

Make the shopping centers appealing to Highway 111 commuters and residents by creating attractive streets and landscaping, walkable spaces, retailtainment and mixed use developments.

Entice existing property owners to be part of the vision for the future.

Make the corridor attractive to developers and businesses wanting to be part of Highway 111 in La Quinta.

## Address IID Lease Expiration, Equipment Needs

*A study session held to consider a cost-share plan to include developers and the City for equipment upgrades on January 16, 2024*

An agreement between IID and CVWD expires in 2032. Stakeholders, including La Quinta, are exploring options for continued electrical service if that is no longer IID, and aging equipment upgrades and replacement.



### Goals:

Determine what is the best option for a service provider for the City of La Quinta's residents and businesses. Determine what is needed to ensure the City has electricity for growing need by current, future users

## Underground Utilities

*Estimated costs and funding options were discussed by Council on December 19, 2023*

The City is exploring the feasibility of undergrounding utility cables, something residents and officials have long wanted to see get done.



**Goals:**

1st Goal: Explore various options for a comprehensive plan to underground utilities, including but not limited to establishing an undergrounding utility district(s), or establishing a developer in-lieu fee for undergrounding utilities.

## Exemplary Public Safety

La Quinta has some of the lowest crime rates in the valley, even so crimes do occur and with additional tools and education, residents and businesses can better protect themselves from becoming victims.



**Goals:**

Educate Residents, Business Community  
How They Can Protect Themselves



## Marketing and Tourism

La Quinta was built on tourism with the opening of the La Quinta Hotel in 1926 and is today one of the city's top three revenue sources.



**Goals:**

Create a marketing and outreach plan focused on residents. Attract new businesses and large scale events to La Quinta. Make La Quinta recognizable as a destination spot for travelers on its own, not just as one of nine cities under the Greater Palm Springs umbrella

## Broaden Community Involvement

Many of La Quinta's residents are involved in their community, but are there programs the City could create that would expand the interests of more, including the youth?



**Goals:**

Create a program, maybe a Civic Academy, for all ages that opens communication, gives participants an inside look at City Hall and the roles of each department and the Council and various Commissions. Increase / broaden attendance at the annual Community Workshops.

## Continue to Address Affordable Housing Needs

Like most California cities, La Quinta needs more workforce housing, generally called “affordable housing.”



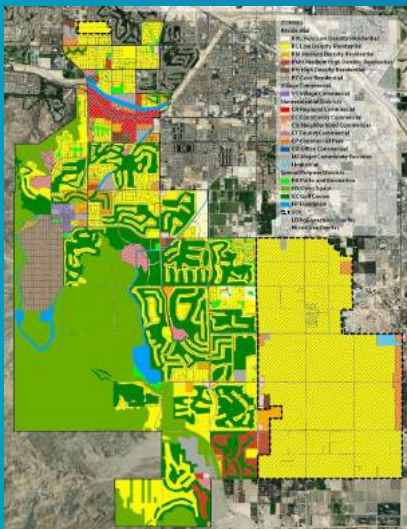
**Goals:**

Implement the 2022-2029 Housing Element  
The City needs to add 1,530 very low- to above moderate income level housing units by 2029. In the next three to five years, Design and Development planning staff should work with developers to facilitate residential development with a readiness to build.

## Expansion of La Quinta’s Boundaries

*Council reviewed the findings of a study looking at the fiscal impacts of annexation of about 7,655 acres on April 4, 2023*

The City is studying the feasibility of expanding La Quinta's boundaries and/or annex its Sphere of Influence.



**Goals:**

Determine if it is feasible for the City to annex 7,665 acres that include Vista Santa Rosa.

## Expand Art in Public Places

Art has been part of La Quinta's foundation since the first elected City officials laid out a goal to make the City the center for arts and culture for the Coachella Valley.



### Goals:

Add more pieces and expand on public interest and knowledge of each art piece. Create a art tour of the City's public art pieces people can take on their own virtually or led by volunteer docents.

## Preserve La Quinta's History

La Quinta is rich in history dating back to ancient Lake Cahuilla and the earliest settlers, the Desert Cahuilla.



### Goals:

Preserve the historic documents, memorabilia the Museum and Historical Society possess. Finalize Plans for Cultural Campus Preserve the casita recently purchased by the City at Calle Tampico and Eisenhower Drive, one of the oldest in the City, and determine a use for the building.

## Enhance Health / Wellness & Recreation Amenities

The City is a great place for those who enjoy an active lifestyle to call home or visit, with numerous parks, hiking trails, golf courses and more.



### Goals:

Add and replace equipment and amenities at City parks throughout La Quinta.  
Create Community Gardens Program  
Fritz Burns Park renovation

## Economic Development

La Quinta has a high business retention rate largely due to the City's commitment to making it as simple as possible for businesses to open in LQ and helping them thrive.



### Goals:

Streamline the permitting process.  
Continue to build on the relationship the City has with its businesses to ensure they continue to succeed.